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 Attorneys for Plaintiffs,
 Industry Concepts Holdings, Inc. et al.

UNITED STATES DISTRICT COURT
 CENTRAL DISTRICT OF CALIFORNIA

INDUSTRY CONCEPT HOLDINGS, INC., a Colorado corporation and PRIMP, INC., a Colorado corporation

Plaintiff(s),

ALAN ELGORT, an individual, GREG LORBER, an individual, LARRY MONTOYA, an individual, ANDREA PAYNE, an individual, FANNY GARCIA, an individual, (continued on attached caption sheet)

Defendant(s).

CASE NUMBER
 CV 11-4444 CAS (JEMx)

NOTICE OF DISMISSAL PURSUANT
 TO FEDERAL RULES OF CIVIL
 PROCEDURE 41(a) or (c)

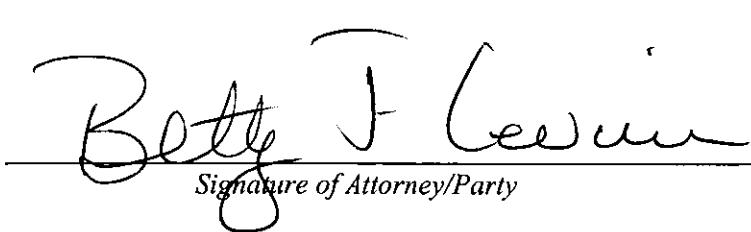
PLEASE TAKE NOTICE: (Check one)

- This action is dismissed by the Plaintiff(s) in its entirety.
- The Counterclaim brought by Claimant(s) _____ is dismissed by Claimant(s) in its entirety.
- The Cross-Claim brought by Claimants(s) _____ is dismissed by the Claimant(s) in its entirety.
- The Third-party Claim brought by Claimant(s) _____ is dismissed by the Claimant(s) in its entirety.
- ONLY Defendant(s) MARQUETTE COMMERCIAL FINANCE, a Texas corporation and VL RAYMER, an individual is/are dismissed from (check one) Complaint, Counterclaim, Cross-claim, Third-Party Claim brought by Plaintiffs, without prejudice.

The dismissal is made pursuant to F.R.Civ.P. 41(a) or (c).

August 8, 2011

Date


 Signature of Attorney/Party

NOTE: F.R.Civ.P. 41(a): This notice may be filed at any time before service by the adverse party of an answer or of a motion for summary judgment, whichever first occurs.

F.R.Civ.P. 41(c): Counterclaims, cross-claims & third-party claims may be dismissed before service of a responsive pleading or prior to the beginning of trial.

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11 UNITED STATES DISTRICT COURT
12 CENTRAL DISTRICT OF CALIFORNIA

13
14 INDUSTRY CONCEPT HOLDINGS,
15 INC., a Colorado corporation and PRIMP,
16 INC., a Colorado corporation,

17 Plaintiffs,

18 vs.

19 ALAN ELBORT, AN INDIVIDUAL,
20 GREG LORBER, an individual, LARRY
21 MONTOYA, an individual, ANDREA
22 PAYNE, an individual, PACIFIC
23 APPAREL, LLC, a Nevada corporation,
24 JULIE SANZE, an individual,
25 HAUTELOOK, a California corporation,
26 MARQUETTE COMMERCIAL
27 FINANCE, a Texas corporation, VL
28 RAYMER, an individual, and JOHN DOES
1 through 10,

Case No: CV11-4444 CAS (JEMx)
Honorable Christina A. Snyder

Defendants,

AND RELATED COUNTERCLAIMS

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7 Attorneys for Plaintiffs, Industry Concept
8 Holdings, Inc., a Colorado corporation and
9 Primp, Inc., a Colorado
corporation

10 **UNITED STATES DISTRICT COURT**
11 **CENTRAL DISTRICT OF CALIFORNIA**
12 **WESTERN DIVISION**

13 INDUSTRY CONCEPT HOLDINGS,
14 INC., a Colorado corporation and
15 PRIMP, INC., a Colorado corporation,

16 Plaintiff,

17 vs.

18 ALAN ELGORT, an individual, GREG
19 LORBER, an individual, LARRY
MONToya, AN INDIVIDUAL,
FANNY GARCIA, an individual,
PACIFIC APPAREL, LLC, a Nevada
20 corporation, JULIE SAENZ, an
individual, HAUTELOOK, a California
corporation, MARQUETTE
COMMERCIAL FINANCE, a Texas
corporation, VL RAYMER, an
individual, and JOHN DOES 1 through
23 10,

24 Defendants.

25 } Case No.: CV11 04444 CAS (JEMx)
26 }
27 } **CERTIFICATE OF SERVICE**
28 }

Assigned for all purposes to the Hon.
Christina A. Snyder

Courtroom 5

27 AND RELATED COUNTERCLAIMS
28

1 CERTIFICATE OF SERVICE

2 (United States District Court, Central District of California)

3

4 I AM EMPLOYED IN THE County of Orange, State of California. I declare that I
5 am employed in the offices of a member of this Court at whose direction this service
6 was made. I am over the age of 18 and am not a party to the above-referenced action.
7 My business address is 15615 Alton Parkway, Suite 175, Irvine, CA 92618.

8 On August 8, 2011, I have served the following documents described as:

9

10 **NOTICE OF DISMISSAL PURSUANT TO FEDERAL RULES OF
CIVIL PROCEDURE 41(a) or (c)**

11 On the following person(s) in the manner indicated below:

12

13 By Electronic Service – I caused the document to be served on the Filing User
14 by the court via the Court’s Notice of Electronic Filing (“NEF”);

15

16 By Facsimile Transmission – On this date, at the time indicated on the
17 transmittal sheet, I transmittal from a facsimile machine with the telephone number
18 (949) 450-1588, the document described above to the person and at the facsimile
19 telephone number set forth in the attached service List. The above-described
20 transmission was reported as completed and without error.

21

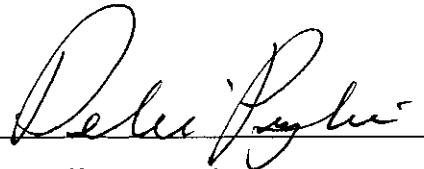
22 I declare under penalty of perjury under the laws of the United States of
23 America that the foregoing is true and correct, and that this Certificate is executed on
24 August 8, 2011, at Irvine, California.

25

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27

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Debi Pugliese, Declarant

1 INDUSTRY CONCEPT HOLDINGS V. ELGORT, ET AL.
2

3 2:11-CV-04444-CAS-(JEMx)
4

5 Service List
6

7 Judge's Copy – Via Facsimile
8

9 U.S. District Court Fax No. 213-894-0249
10 Chambers of Judge Cristina A. Snyder
11 312 N. Spring Street, Courtroom 5
12 Los Angeles, CA 90012
13

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